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SOFT DRINKS □ BEER □ BOTTLED WATER □ WINE □ POWDERS □ JUICES □ SPIRITS

JANUARY 22, 1982

Beverage Industry

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INDEX

on food safety is stalled

WASHINGTON, DC — Congressional delays on food safety hearings have resulted in administration delays on food safety policy.

The Cabinet Council, assigned the task of developing a stand on food safety, has "yet to reach a final administration position on most of the main issues," said Food and Drug Commissioner Dr. Arthur Hull Hayes.

Hearings before the Senate Human Resources Com-

(Continued on page 16)

Jos. Schlitz realigns its senior mgmt.

MILWAUKEE, WI — Jos. Schlitz Brewing Co. has realigned its senior management following the board's acceptance of the resignation of Jerome E. Vielehr, president and a director.

Frank J. Sellinger, vice chairman and CEO, has assumed the responsibilities of the presidency of Schlitz. Anthony J. Amendola has joined the company as exec-

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FDA decision pending on sodium labels

WASHINGTON, DC — The Food and Drug Administration plans to notify Cadbury-Schweppes shortly on whether the beverage manufacturer can place "no sodium added" labels on soda water where all sodium-containing additives have been removed.

Under existing law, such declarations would trigger sodium content labeling of the product to the nearest 5 mg. But uniform label on soda water would normally prove difficult, since different localities have varying sodium contents in their water supplies.

However, since Cadbury-

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BI Week

• Thomas J. Lipton has been granted a license to market a line of noncarbonated beverages and other citrus flavored items by Sunkist. Juices — canned and frozen — juice drinks and powdered beverages reportedly will be offered and sold via the Lipton sales organization. License for Sunkist carbonated products is held by General Cinema, which reportedly was in the running to receive the overall rights. Although Lipton franchises its ready-to-drink tea and Lemon Tree noncarbonated beverages with bottlers, the firm reportedly will not utilize this network to develop Sunkist products.

• Beatrice apparently has found a buyer for its beverage operations. A newly-formed concern reportedly will pay $105 million for the firm's franchised soft drink plants (7UP and Royal Crown are the primary labels) and its Silver Spring Water Co. in San Diego. The new firm is made up of the New York investment firm of Forstmann Little & Co., certain private investors and executives of the Beatrice soft drink division and/or Royal

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GAO: Delaney clause should be amended

WASHINGTON, DC — Despite the uproar over the soon-to-be-debated Food Safety Act Amendments (S.1442), the National Soft Drink Assn. and other proponents got a needed shot in the arm when the General Accounting Office recently advocated changing the Delaney clause.

In a study on food safety issues, requested in April 1980 by seven members of Congress, GAO found that "most of the food safety experts and regulatory agency officials we spoke with believe that the Delaney clause should be changed."

Noting that "there is no unanimity about how it should be changed," GAO stated that three obvious alternatives are to leave Delaney alone, delete it or amend it. However, if it is indeed changed, the agency said that food safety experts and regulatory officials feel an acceptable level of risk should be established, risks and benefits should be compared, and health risks of using or not using carcinogens should also be explored.

Food and Drug Administration officials interviewed for the GAO study generally favored the acceptable risk approach since "the increased flexibility provided in this option would allow them to use their training and expertise to evaluate the potential risk of carcinogeneticity from a food additive." the agency noted.

Granted, it sounds easier

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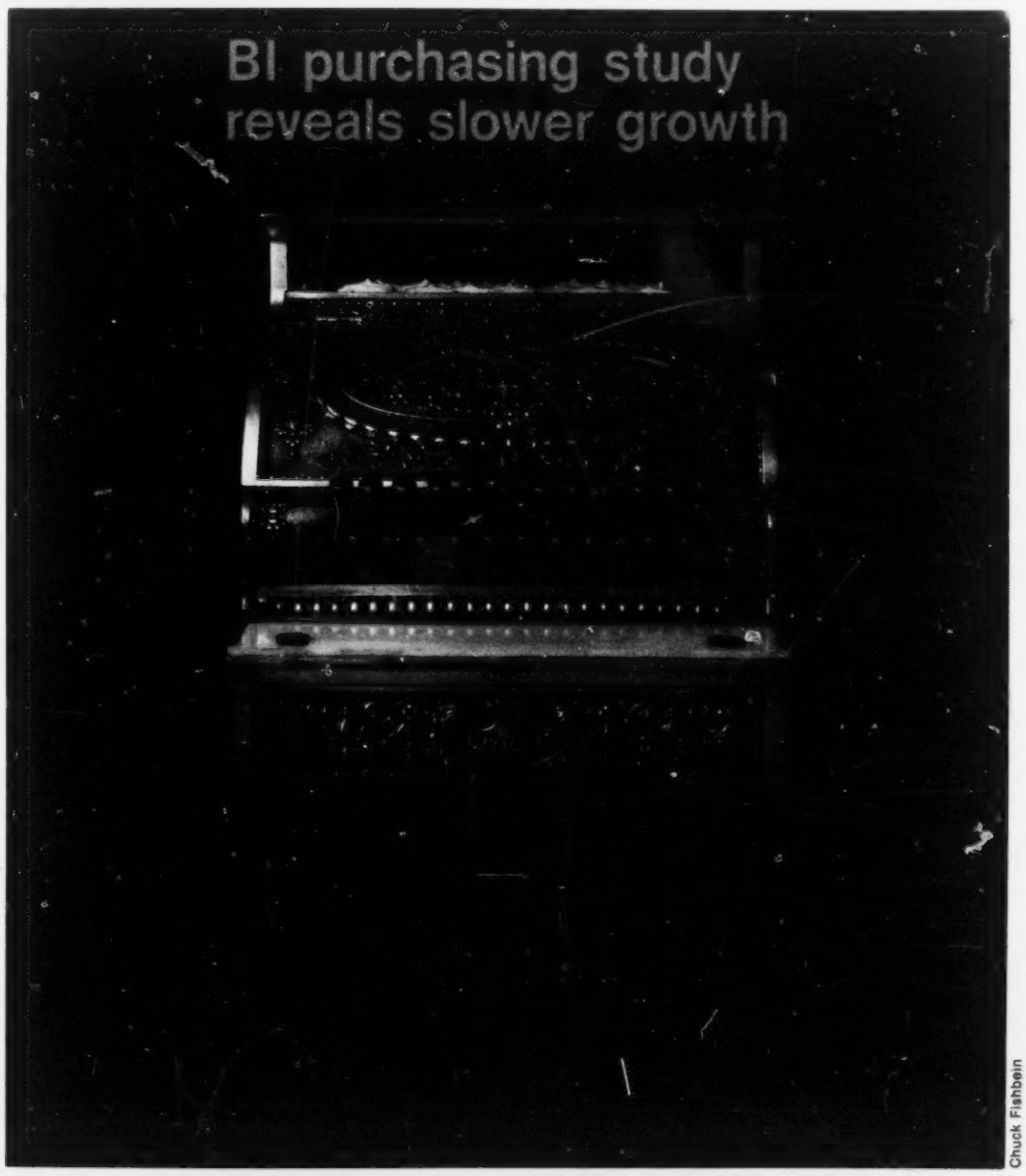

Chuck Fishbein

New themes for Coke ads being tested

ATLANTA, GA — A new advertising campaign for Coca-Cola will result from testing now under-way, according to Sergio Zyman, vice president of Marketing Operations for Coca-Cola USA.

"However, our recent 'Have a Coke and a smile' commercials have been very well received," Zyman added, "and we plan to fully support this theme into the first of next year."

"Filming for test commercials will go into production within the next few weeks in several undisclosed cities across the U.S.," continued Zyman. Several different production companies will be used to work on these possible new themes under the direction of McCann-Erickson, advertising agency for Coca-Cola worldwide.

"From the moment we introduce one theme," he said, "we're working on the next.

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Purchasing

(Continued from page 1)

not solicit information on why purchasing patterns were changing, the BI staff contacted some 25 plant executives as a followup on their survey responses. The majority (18) indicated they were cutting back until they could get a better reading of the economy.

Some typical comments:

"It appears that interest rates are coming down . . . we want to hold off and see if we can't get a better deal later in the year or next year."

We anticipate going into the .5-L PET this year and that might require us to make some purchases, but first we're going to try and run it on our existing line."

"Unemployment in our market is approaching 10% . . . sales are off about 7% now and I think we'd be foolhardy to go into a capital expansion program under these conditions."

"I don't see any reason to increase our capacity now . . . our plants are relatively new and we're looking to add a second shift in one of them."

In spite of the shakey economy, virtually all of the executives were optimistic that the Administration's policies will eventually cause a reversal of the recessionary trend.

(Calculations for this year's study is based on responses from 101 firms. Surveys were mailed to approximately 1600 soft drink plants.)

Packaging and material handling equipment purchases

(In millions of dollars)

Category	Projected '81	% change vs. '80
Multiple Packaging for bottles/cans[1]	$3.2	(31.9)
Uncasers	5.2	(32.5)
Case packers	6.1	(4.6)
Depalletizers	4.2	NC
Palletizers	7.2	(7.6)
Shrink wrappers	3.0	42 8
Labeling Machines	5.2	NC
Accumulating tables, conveyors	17.0	12.3
Forklift trucks	9.0	2.2
Total	60.1	(9.2)

1 Includes plastic collars, contour packs and paper wrap units. Purchase and lease expenditures are included.

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Beverage production equipment purchases

(In millions of dollars)

Category	Projected '81	% change vs. '80
Bottle cleaners	33.7	(21.9)
Bottle and can rinsers	5.6	3.7
Bottle/can fillers	44.2	NC
Proportioning/carbonating/cooling equipment	17.6	0.3
Cappers	7.3	8.9
Decappers	4.2	7.6
Change parts 1	12.2	22.0
Refrigeration equipment	2.4	26.3
can/bottle warmers	1.9	NC
Post-, premix equipment	3.1	46.1
Boilers and heaters	8.3	6.4
Syrup and sweetener mixing		
System & Storage equipment	6.7	6.3
Others 2	6.7	4.6
Total	$153.9	(1.5)

1 Includes sound/noise control devices
2 Includes case washers, other unspecified equipment
* Categories and totals have been rounded

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Distribution and merchandising equipment purchases

Category	Projected '81	% change vs. '80
Truckloading equipment[1]	$3.3	NC
Hand trucks[2]	1.6	NC
Display racks[3]	9.3	15.4
Uniforms	3.5	NC
Acc'ting & data processing	15.3	29.6
Total	33.0	16.2

1 Does not include route vehicles, forklift trucks or vending equipment
2 Includes automated in-track equipment, hoops, etc.
3 Includes POP materials, clocks, scoreboards, signs, etc.
NC=No change from previous year

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Quality control and sanitation equipment purchases

(In millions of dollars)

Category	Projected '81	% change vs. '81
Quality control equipment (for lab)	4.0	37.9
Electronic and visual inspection	3.7	15.6
Coding and marking equipment	2.0	17.6
Sanitation equipment and chemicals	1.3	24.7
Water treatment equipment	19.5	5.4
Total	30.5	11.6

*Categories and totals have been rounded

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increases

Distribution expenditures will have a 16.2% increase this year with executives increasing their spending for display racks and accounting and data processing systems. This latter area will be up 29.6% this year.

Spending for quality control and laboratory equipment will be up 37.9%, highest of any category in the survey. This hike obviously reflects continuing interest in checking quality of incoming supplies as well as quality of the finished products.

Sparked by this expenditure, the total category of "Quality control and sanitation equipment" will be up 11.6%. $3.7 million will be spent on electronic and visual inspection equipment, up 15.6%; coding and marking purchases will total $2 million up 17.6%; sanitation equipment and chemicals will be up 28.7% and total $1.3 million; water treatment equipment which had one of the highest increases in '81 will be up only 5.4% in '82 and should total $19.5 million.

Perhaps one reason for the drop in planned purchases for multiple packaging equipment was suggested by a key supplier: "Bottlers spent more in '81 for Contour pack application equipment than was usual . . .market expansion of this carrier has slowed. I feel that most of the funds which are spent in this area this year will be for multiple packing of plastic bottles."

Expenditures for uncasers also showed a reduction, down 31.5%. No reason for the decline could be determined, except a suggestion that many plants were planning on going to bulk deliveries for PET in '82. Yet, expenditures for depalletizers — an essential piece of equipment for utilizing bulk delivery — did not support this. According to the survey, there will be no increases in planned expenditures for these units.

Case packer purchases will also be down slightly, dropping 4.6% to $6.1 million. Palletizer purchases should also decline slightly to $7.2 million, down 7.6%.

Shrink wrappers, accumulating tables, and conveyors and forklift truck purchases should all be up.

Total purchases for this category, "Packaging and materials handling equipment" will be down 9.2% in '82.

Except for an anticipated drop in bottle cleaners, expenditures for production equipment should hold up. Across the board increases (with proportioning/carbonating/cooling equipment showing a surprising 17.6% increase) were calculated for all these equipment lines.

(Editor's note: Vending machines and trucks and trailers are not included in this annual survey. Shipments and anticipated orders will be dealt with in subsequent issues.)

August Pabst touts Blue Ribbon image

MILWAUKEE — August Pabst, great grandson of the brewery's founder and a board member, has been cast as spokesman for Pabst Brewing Co.'s flagship brand in one of four new commericals scheduled for airing in major Midwest cities.

In the spot, Pabst sits in a Wisconsin-area bar holding a bottle of Pabst Blue Ribbon promising that "as long as my name's on the bottle" the beer's quality will never diminish. He adds, "The real taste of beer? It's really what's inside the bottle."

The ad featuring Pabst bears a strong resemblance to Jos. Schlitz Brewing Co. ads in which chief executive Frank Sellinger appears in various pubs extolling viewers to "Taste my Schlitz."

Pabst says its ad exhibits faith in the brand and gives added credibility to its "Give that man a Blue Ribbon" campaign.

Pabst's four 60- and 30-second spots were created by the company's agency, McCann-Erickson, New York. The three other ads feature testimonials from beer drinkers in various bars on the taste of Pabst Blue Ribbon.

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JANUARY 22, 1982

Beverage Industry

MARKETING □ DISTRIBUTION □ TECHNOLOGY

PUBLISHED EVERY OTHER FRIDAY

Japanese consumption expects substantial growth

By Sankichi Yamasaki
Far East Correspondent

TOKYO — Per capita consumption of commercial beverages in Japan is expected to grow substantially in the near future, due to two factors: Japanese consumers' exposure to more and more foreign cultures and habits; and the Japanese' large and growing amount of disposable income in the form of savings.

Due to good availability of quality tap-water throughout the country and to the continued popularity of traditional, and inexpensive, green tea, Japanese consumption of commercial beverages is far below that of other developed countries.

For example, nearly half of total 1980 per capita beverage consumption in Japan is non-packaged green or black tea and coffee.

Under existing import restrictions and high import duties imposed, fruit juice, milk products and alcoholic drinks are difficult to import into Japan. Once these restrictions are changed (improved), there will be a tremendous market expansion potential for these products.

In 1980, because of a difficult economy and especially unfavorable weather conditions during the high-consuming months of June through August, all beverages in Japan experienced a decrease in sales. The exceptions were a few sub-categoried items, such as coffee drink, high-fibered citrus drink and newly-introduced sport (isotonic) drink. *(See BI, Dec. 18, 1981, p. 19.)*

Table 2 shows a breakdown of soft drink production in Japan by three main categories during 1979-1980. Unlike other countries of the world, Japan's production of carbonated drinks accounts for only 50% of total soft drink production. The remaining 50% is shared by noncarbonated fruit and milk drinks. There is a slight shift from carbonated to non-car-

(Continued on page 6)

Per capita consumption of soft drinks
Unit = liter

Year	Carbonated drinks	Fruit drinks	Milk drinks	Total
1973	29.4	7.6	8.4	45.4
1974	26.6	8.2	7.2	42.0
1975	25.0	9.6	6.0	40.6
1976	24.8	11.8	6.4	43.0
1977	27.8	15.3	6.8	49.9
1978	29.6	15.8	8.0	53.4
1979	29.0	16.6	8.6	54.2
1980	24.4	15.4	8.2	48.0
80/73	83%	203%	98%	106%

Source: Yamasaki International

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Production of soft drinks by categories:
Unit = kiloliter

Category:	1980:	1979:	80/79: %
Carbonated Drink	2,855,000 (51%)	3,362,000 (53%)	85
Fruit Drink	1,803,000 (32%)	1,928,000 (31%)	94
Milk Drink	970,000 (17%)	995,000 (16%)	98
Total	5,828,000 (100%)	6,285,000 (100%)	90

Source: Yamasaki International

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Schaberger, Pneumatic sign agreement

QUINCY, MA — Pneumatic Scale Corp., located here, and Carlo Schaberger Special Machines Co. of Mainz, West Germany, have entered into an agreement whereby Pneumatic will sell, service and manufacture the Schaberger line of bulk glass or plastic container palletizing and depalletizing systems throughout the U.S. and Canada.

Schaberger has been making the systems for 15 years; it has over 2500 machines installed throughout Europe, Great Britian, Ireland, the Mid East, the Far East, Africa, Mexico and South America.

The line includes automatic and semiautomatic palletizers and depalletizers, empty pallet stackers and inspection units, tray formers, tray or slip sheet inserters, conveyor systems and shuttle car systems for multiple line installations.

Schaberger's equipment utilizes three transfer medi-

(Continued on page 37)

Khisu water introduced in U.S. markets

NEW YORK, NY — Khisū "miracle water", a naturally carbonated mineral water from Korea, is now being marketed in this country. It is the product of Khisū Corp., N.Y. which was recently formed by Roe Kasian, president of Roe Kasian Designs, an international furniture Co.

Khisū is being exported, for the first time, to the United States and is the first imported mineral water from Korea. Available initially in the New York market, the water is packaged in a handsomely designed, 14 oz. bottle bearing large, distinctive Oriental calligraphic letters proclaiming "miracle water".

Khisū, which literally translates from the Korean language as "miracle water",

Khisu "miracle water"

is regarded by many in the Orient as possessing numerous health oriented capabilities. It was given its name in 1445 by King Sejong of the Yi Dynasty, whose health was miraculously restored by drinking this water.

Though an ancient legend, Khisū is bottled under the most sophisticated of modern techniques, the company says, and has gained approval from the U.S. Food and Drug Administration.

• For more information on **Khisū**, circle no. 546 on reader service card.

U.S. beverage purchases analyzed in Majers' study

STAMFORD, CT — U.S. per capita consumption of cold beverages continues to rise each year, and alcoholic beverages are being purchased in supermarkets and drug stores in record volume, according to a recent study conducted by Majers Corp, a market research firm with offices here.

Over 50% of consumers surveyed purchase their alcoholic beverages in supermarkets, while only 24% buy in liquor stores. Marketers of alcoholic beverages can take advantage of this trend by featuring their products in weekly grocery and drug store ads, said Warren Archer, Majers' product development director.

"We selected an advertising account list of top brand alcoholic beverages to measure ad featuring and to compare other packaged goods purchases to alcoholic beverages," Archer said. Majers developed a weighting system, similar to that used in other packaged goods studies, to compare ads by size of ad, size of retailer and size of market.

Surveys were conducted to analyze purchase intent of various products in drug, grocery and liquor store newspaper ads. A series of experimental ads with different products featured in various sizes, was also developed by Majers and mailed to consumer who regularly buy alcoholic beverages. A follow-up survey assessed consumer reaction to the experimental

(Continued on page 7)

Japan SD

(Continued from page 4)

bonated in this period.

After the oil-shock of 1973, carbonated drink consumption in Japan dropped substantially, but then recovered by 1979, as shown in table 3. Fruit drink consumption, however, was not similarly affected. Per capita use in liters for this segment rose steadily from 1973 through 1979.

coffee drink

The advent of coffee drink, containing milk, and sold mainly through vending machines, hot or cold, throughout the year, offset a dramatic decrease in use of long-favored fermented milk drink in that sector. Because of the high cost of local fruit juice and milk, soft drink manufacturers are more interested in offering diluted products as soft drink, using authentic juice and milk as raw materials.

At the same time, Japanese consumers are becoming more and more health and cost/value conscious these days. This trend has made juice- and milk-containing products more popular than carbonated drinks, which lack these components.

Sport (isotonic) drinks, recently introduced in the country, have won immediate success, while regular-type drinks are all in trouble.

For instance, per capita consumption of carbonated drinks in Japan dropped by almost five liters between 1979 and 1980.

Of the top 20 beverage producing companies in Japan, Coca-Cola Group (ranking first) accounts for 33% of the total (5.6 billion liters) in 1980. However, the company's market share decreased by 1.7% compared to 1979.

Another one-third of the total production in 1980 is accounted for by 19 large companies, including Kirin Brewery, UCC Coffee, PepsiCo Group, Sapporo Brewery, Snow Brand, Seven-Up and others. The remaining third is made up of small, middle-sized, independent bottlers and contract packers/bottles.

Suntory, Calpis Food,

(Continued on page 16)

Top 10 brands in the Japanese market

Unit = Million Liters

Rank	Brand	1980	1979	80/79 %
1	Coke (CCJ)	898	1,059	85
2	Fanta (CCJ)	535	681	79
3	Calpis Conc.	243	325	75
4	Mitsuya Cider	225	260	87
5	Kirin Lemon	218	312	70
6	UCC Coffee	187	167	112
7	Sprite (CCJ)	181	184	98
8	Kirin Orangeade	112	134	84
9	Hi-C (CCJ)	101	145	70
10	Suntory Ade	91	105	87

Source: Yamasaki International

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Japanese per-capita consumption of beverages

Unit = Liter

Category Non-Packaged	1976	1977	1978	1979	1980	80/76 %
Green Tea	88.6	89.0	88.0	84.4	87.4	99
Coffee	24.7	22.2	21.3	30.3	28.3	115
Black Tea	4.2	3.9	3.9	3.8	3.7	88
Sub-Total	117.5	115.1	113.2	124.0	119.4	102
Packaged						
Soft drink						
Carbonated Drink	24.7	27.8	29.6	28.9	24.4	100
Fruit Drink	10.3	12.2	14.3	15.1	15.4	150
Milk Drink	6.4	6.9	8.0	8.2	8.2	128
Sub-Total	41.4	46.9	51.9	52.2	48.0	116
Food drink						
Fruit Juice	2.6	2.7	3.1	3.1	2.8	108
Milk	29.5	30.8	31.3	32.7	33.8	115
Bottled Water	0.3	0.4	0.5	0.6	0.7	233
Sub-Total	32.4	33.9	34.9	36.4	37.3	115
Alcoholic drink						
Beer	32.1	36.1	38.5	38.5	38.8	121
Wine	14.5	14.9	14.0	14.1	14.0	97
Spirit	5.3	5.6	5.7	5.9	5.8	109
Sub-Total	51.9	56.6	58.2	58.5	58.6	113
Total	243.2	252.5	258.2	271.1	263.3	108
Population (million)	113.1	114.2	115.2	116.1	116.9	103

*The fruit juice category contains 100% fruit juices; coffee drink is included in the milk drink category.
Source: Yamasaki International

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(Our International Division invites inquiries.)

Circle no. 108 on reader's service card

Japan SD

(Continued from page 13)

Kirin, Asahi and Sapporo, who all used to play important roles in the industry, suffered substantial production losses in 1980 compared with 1979. For example: Suntory Brewery production dropped by 24 million liters in the period; Calpis dropped 88 million, Kirin was down 118 million; and Asahi, off 44 million liters.

Production increases were attained only by companies specializing in coffee drinks, such as UCC Coffee (up 21 million liters), Pokka Lemon (up 11 million) and Daido (up 8 million). Coca-Cola Group's coffee drink, "Georgia," increased by 69%.

Newly introduced products, like Sunfil of CCJ and Plussy 50 of Takeda, did well, while all established products showed decreases, 1979-1980.

It is estimated that Dr Pepper's production fell to 7,300 kl in 1980 from 8,100 kl in 1979. Schweppes has withdrawn from the market quietly.

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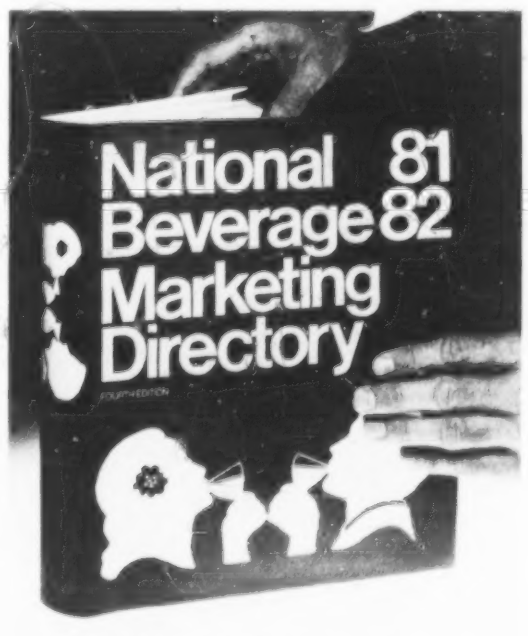

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Circle no. 109 on reader's service card

IP starts operation of new facility

NEW YORK, — International Paper Co. (IP) has started operation of a newly licensed facility for hot-fill processing and packaging of liquid juice and juice drink products.

The facility, which opened last November 16 in Mobile, AL, will permit the company's customers to package their products in special IP-manufactured hot-fill paperboard containers under typical production conditions, the company said.

Products and packages can then be evaluated using on-site testing laboratories and microbiological facilities. Thirty-seven separate product tests are scheduled for major juice processors and food manufacturers.

The facility location, in the company's Ehrling Reis Research complex, is where IP did much of the developmental work on special barrier boards, laminations and extrusion coatings.

The hot-fill package and system was introduced in July, 1981.

• For more information on **IP processing** and **packaging**, circle no. 505 on reader service card.

Food safety

(Continued from page 1)

mittee on Chairman Orrin Hatch's (R-Utah) bill S. 1442, were repeatedly postponed near year's end. Subsequently the very fast track toward testimony was slowed somewhat," Hayes said and "we are again reviewing closely the many important issues in the proposed legislation."

Although it has gained a lot of attention, the controversial Delaney clause is not the only issue that needs to be addressed during the coming food safety debate, he stressed. If anything, the current "antiquated and overly complicated statute," needs to be revamped "from top to bottom."

In the meantime, before the hearings are finally held, "we are taking the opportunity to continue our briefing to the Cabinet officers and also continue modifying the testimony appropriate to the decisions reached by the cabinet Council," Hayes concluded.